

The City of Kennesaw's demographics and statistics are useful for a variety of research purposes. Below are the most frequently asked for facts and figures. If you need more information, please contact Community Development by email at communitydevelopment@kennesaw-ga.gov or call (770) 794-7075.

Population Demographics

The City of Kennesaw is in Cobb County, one of the fastest growing counties in the nation. Cobb's 1980 population of 297,718 increased to 453,400 in 1990 according to estimates by the Atlanta Regional Commission (ARC). This population increased by 155,682 people or 52.3%. By contrast, according to the Census, the U.S. population increased from 1980-1990 at the rate of 9.8% and likewise, Georgia's population increased by 18.7%. By 1998, the County population was estimated to be well over 550,000.

Kennesaw's population growth is also intense, increasing from 5,095 in 1980 to 21,675 in 2000, an increase of 325% in just 20 years. The Kennesaw Census Area also increased approximately 271% for that same period. The growth of the Metropolitan region encouraged the rapid expansion of housing and ancillary businesses, leading to the population explosion in and around Kennesaw. Furthermore, Kennesaw is developing as its own commercial center to further expand the metro boundary.

Education Demographics

One of the most striking features of Kennesaw's growth over the last 25 years has been the advances in educational levels. In 1970, for example, about 20% of residents had only elementary school education while 6% (3,548 residents) were college graduates. Now the situation is reversed with 20% of city residents being college graduates and only 5% with elementary-level education. Although national educational levels have also risen since 1970, Kennesaw's levels have surpassed national, state and regional increases. Between 1980 and 1990 the percentage of high school graduates in Kennesaw grew by 27%, compared to 20% for the Atlanta Region, 18% for Cobb County and 13% for the United States.

The growth in educational achievement rates can be attributed to the suburbanization of Kennesaw. Most of the new residents are employed and, as typical workers in the Atlanta economy, have roughly the same demographics of the region as a whole. The typical new resident has at least some college. Judging from trends in Cobb County as a whole and allowing for the local situation, as many as one-third of new residents are college graduates. As

the price of the average house in Kennesaw continues to rise, educational levels can be expected to rise even more due to the strong relationship between income and education.

Employment Demographics

Kennesaw is not just an area with impressive job growth, it is an area that will share in more jobs during the next 20 years than any other part of the Atlanta Region. The growth is a direct consequence of Town Center Mall, located at the convergence of I-75 and I-575, just over a mile from the western end of Kennesaw. The area containing the mall and the stretch of I-75 near the mall will grow from 7,383 jobs in 1990 to 44,000 in 2020, while the Kennesaw Census Tract will grow from 3,000 jobs in 1990 to 12,000 jobs in 2020.

It is important to note the differences in employment by sector for the two tracts. Retail is the dominant sector in both tracts, but in the Town Center tract it accounts for 54% of all jobs, only 41% in the Kennesaw tract. By 2020, both economies will diversify in relative terms, with retail accounting for 44% of Town Center jobs and 35% of Kennesaw jobs, along with 28% for services and 13% for government.

Income Demographics

Since 1969, Kennesaw's median household income has been higher than the per capita income in comparison to Georgia. The higher household income can in part be attributed to higher per capita incomes, but also significant is the larger household size and higher labor force participation rates for Kennesaw. The combined factors provide for more people in a house with more of them in the work force. Both of Kennesaw's income measures have traditionally been lower than Cobb County's, though due to Kennesaw's larger household size, household incomes have been closer to Cobb's level than the per capita income measure.

For additional demographic information, visit the [US Census Bureau](#) .